Section 10
Public Participation Component

10.0 Overview

The City of Carlsbad is enhancing its efforts to meet the Public Participation Component (F.6) of the Permit. This section discusses Permit requirements that apply to the *Public Participation Component* of the Jurisdictional Urban Runoff Management Plan (JURMP) and what methodologies will be employed to include citizens, interested parties, and elected officials in the implementation of the City's Jurisdictional Urban Runoff Management Plan. This section meets or exceeds minimum requirements as specified in Section F.6 of the Permit.

Subsection 10.1briefly summarizes the purpose of the subsection, quote the applicable regulatory requirements from Sections F and H of the Permit (*italicized*), and list the City's action plan. The rest of the subsection outlines in detail each action and describes the specific actions that have been completed, are in progress, or are projected by the City of Carlsbad to meet or exceed that Permit requirement. Each subsection in this chapter is designed as a "stand-alone" document.

The types of information that should be collected for use in preparing the Annual Report and Assessment/Evaluation of the JURMP is outlined in Section 11 of this JURMP, Assessment of Jurisdictional URMP Effectiveness Component.

10.1 Public Participation
10.1.1 Purpose and Permit Requirements

Purpose	The purpose of this Permit requirement is to include citizens, interested parties, and elected officials in the implementation of the City's Jurisdictional Urban Runoff Management Plan.
NPDES Permit Order No. 2001- 01 Requirement(s)	**The Permit requirement under the Education Component is as follows: Section F.6** *Each Copermittee shall incorporate a mechanism for public participation in the implementation of the Jurisdictional URMP.*
Jurisdictional URMP Requirements	**The Permit requirement under the Education Component for all Targeted Communities is as follows: Section H.a.(8)** *A description of how public participation will be included in the implementation of the Jurisdictional URMP.*
City Action Plan	1) Participation by the City in existing stakeholder groups, such as, the Carlsbad Watershed Network. 2) Strategies to involve the public (citizens and businesses) in the implementation of the JURMP.

10.1.2 Action Plan

Action #1 - Participation by the City in existing stakeholder groups, such as, the Carlsbad Watershed Network.

City staff will continue to actively participate in the largest stakeholder group in the City and in the Watershed, the Carlsbad Watershed Network (CWN), in order to receive input in the implementation of the JURMP.
The City will update the CWN at different stages of implementation by making presentations, communicating issues, and seeking feedback from the group. The CWN meets monthly which allows for continuous interaction with City staff.
Efforts will be made to seek additional opportunities of this type to involve the public, stakeholders or business in water quality efforts within the Jurisdiction and at the Watershed level.

Action #2 - Strategies to involve the public (citizens and businesses) in the implementation of the JURMP.

A number of strategies will be used to engage the public in the implementation of the JURMP. The City will continue its Outreach and Education efforts as an integral step towards public participation (See Section 9 for details of this program). The City will make efforts to educate the public while seeking input for implementation.

An example of the efforts the City will undertake, are workshops to both present ideas on BMPs for a target audience, as well as, find new ideas for BMPs that can be used as alternatives. BMP booklets can be finalized and update with public or business input to make them more effective by giving ownership of the issues and solutions to the target audience.

As described in other sections in this JURMP, the public may also participate in a number of ways by contacting city staff directly. A summary of these opportunities and the section in this JURMP were these mechanisms are described in greater detail in Section 2.5.2.

Public Participation Mechanisms:

- Public Presentations
- City Internet Web Site for the Storm Water Protection Program
- Enhancement of the City's Storm Water HOTline
- Creation of Storm Water Protection Program email address
- BMP Brochure development
- General efforts through printed ads, press releases, media interviews

Brief descriptions of these efforts are shown below as examples of the efforts by the City to reach out to the community in order to enhance participation and receive input. These efforts are scheduled to continue and evolve during the life of the permit, as the program develops and matures.

Public Presentations. Initial efforts have been conducted using a Power Point presentation prepared by city staff that can be presented to any size audience. Presentations have been made at a variety of community groups during regularly scheduled meetings. Storm Water Protection Program staff made presentations to approximately 177 citizens through December 2001. Audiences include: Carlsbad Citizens Academy

(October 4, 2001), High Noon Rotary Club of Carlsbad (October 22, 2001), and League of Women Voters (November 15, 2001). These public presentations will continue to be offered by City staff.

Creation of a City Internet Webpage for the Storm Water Protection Program. The City Outreach Team has developed the first phase of the Storm Water Protection Program Web page, which contains general information, BMPs, useful links, contact information, etc. The City Outreach Team will continuously update the web page with the most recent information. For example, the draft revisions to the proposed Drainage and Grading ordinance were posted on the site, as soon as it was available. The Outreach Team mailed postcards and letters to several hundred citizens, contractors and developers, industries, and environmental groups to advise them of the posting and seeking public comment. Other items being considered for web page publication are: fact sheets, self-inspection checklists for industries and business, employee training resources, children's section, etc.

Enhancement of the City's Storm Water HOTline. The Storm Water Outreach Team has streamlined and expanded options for citizens calling the City's HOTline. The HOTline menu options are undergoing translation to accommodate Spanish speakers. That phase of the HOTline should be in place Spring 2002. The Storm Water HOTline is an important Public Participation and input mechanism.

Creation of Storm Water Protection Program email address. As part of the web page enhancements, a new email address was added to accommodate complaints, requests, and questions via the Internet. Citizens can now email at stormwater@ci.carlsbad.ca.us to reach the Storm Water Protection Program.

BMP Brochure development. The Storm Water Outreach Team initiated efforts to develop BMP booklets in July 2001. The City has produced several BMP booklets, including: General BMPs, Restaurant BMPs, Motor Oil BMPs, and Car Washing BMPs. Other BMP booklets under consideration in the next months include: Pet Waste, Landscape and Garden Care, Auto Repair, and Impervious Surface Cleaning. To the extent practical, the City will seek input from the public and businesses when developing these resources.

General Outreach efforts through printed ads, press releases and interviews. Storm water information has been made available to the community in publications such as: Carlsbad Community Services and Recreation Guide with a short article titled "What's so important about storm drains." City staff has also issued press releases to the media regarding ordinance revisions and sought input from the public. There press releases and subsequent interviews lead to published articles in the North County Times and Coast News in January 2002. The articles in these newspapers listed the city's HOTLine number and email address. Efforts of this type are considered valuable and will continue to be a part of the outreach effort.